

3.2

Activity:

Using the “So what?” Test



APPLYING THE “SO WHAT?” TEST

Think about a product or service you might write about on your website or in other marketing materials.

Identify the **3 most important features** of your product or service.
Write them down here:

Example: Our new electric razor features a 5-blade head, 2 vibration speeds, and a wireless charging station.

- 1 _____
- 2 _____
- 3 _____

Listing features is - unfortunately - as far as many companies and copywriters go when promoting their products.

Instead, for each feature, **answer “So what?” and describe the true benefit** your customer should get from each feature. This copy will be more compelling to the user if they understand why the features matter.

*Example: Our new electric razor **cuts closer** than the competition because of its 5-blade head. It also gives a **smoother shave** thanks to its dual vibration controls. And with a wireless charging station, you can **eliminate annoying power cords** from your shaving experience.*

- 1 _____
- 2 _____
- 3 _____

Need help answering “So what?”

- Does the feature help the customer get a task done better or more easily?
- Does it save the customer time or money?
- What problem does the feature solve?
- What advantage does it give the customer over others, like competitors?

NOTES

<https://blog.kissmetrics.com/so-what-copy-test/>

1. What does your product or service do?
2. So What - why does that matter to the customer?
3. Now describe that in a short, succinct sentence.